

## ABSTRACT OF THE DISCLOSURE

Disclosed herein are a product design process and apparatus for quickly and easily defining an optimal product concept capable of conveying a high degree of customer satisfaction, and for rapidly getting to market with a product having a high degree of market competitiveness. In the process associated with an embodiment of the present invention, wants and needs information which has been input is analyzed, and, based on the analyzed wants and needs information, weighting is carried out with respect to evaluation indices which have been previously stored in a storage device and which are quantitative measures of the degree to which the user is likely to perceive a benefit latent in the product under consideration and inherent in the aforesaid wants and needs information to have been achieved, one or more evaluation index or indices having the highest weighting among a plurality of such weighted evaluation indices is or are selected as a primary evaluation index or indices, and a product design concept or a plurality of product design concepts for which the primary evaluation index or indices so selected is or are a maximum or minimum is or are defined.

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